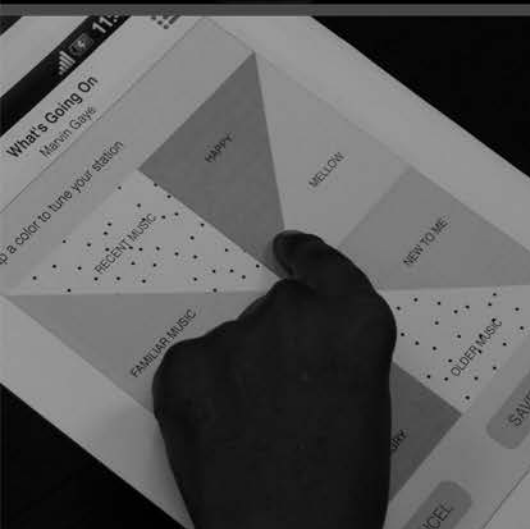




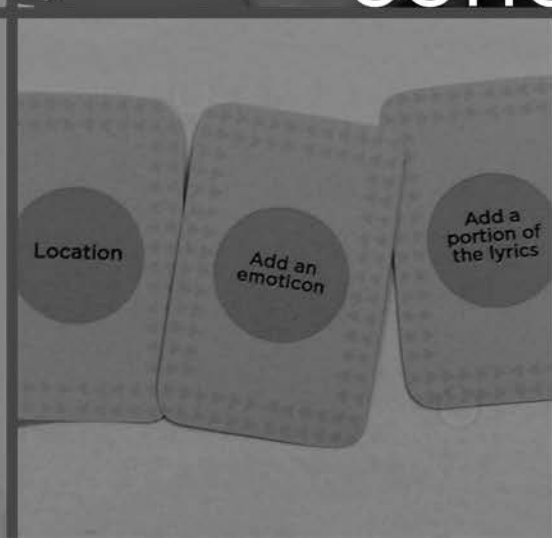
muve music



radio & social



concept testing



5-30/5-31 2012



Kyrah Tatum

## Station Grouping

Very Important

Saved Stations

My Music  
(based on artists you've downloaded)

Must Top Artists

Songs and artists you've recently listened to

Somewhat Important

Local Radio Stations

Pre-Programmed Stations  
(Pop/Rock, Classic Rock, Christmas Music)

Recent Stations

Not Important

Friend's Listening

## Station Customization

Very Important

Morning/Afternoon/Evening/Late Night Chill

Familiar music

Older music  
(1990s, 2000s, retro)

Somewhat Important

Unfamiliar music

Not Important

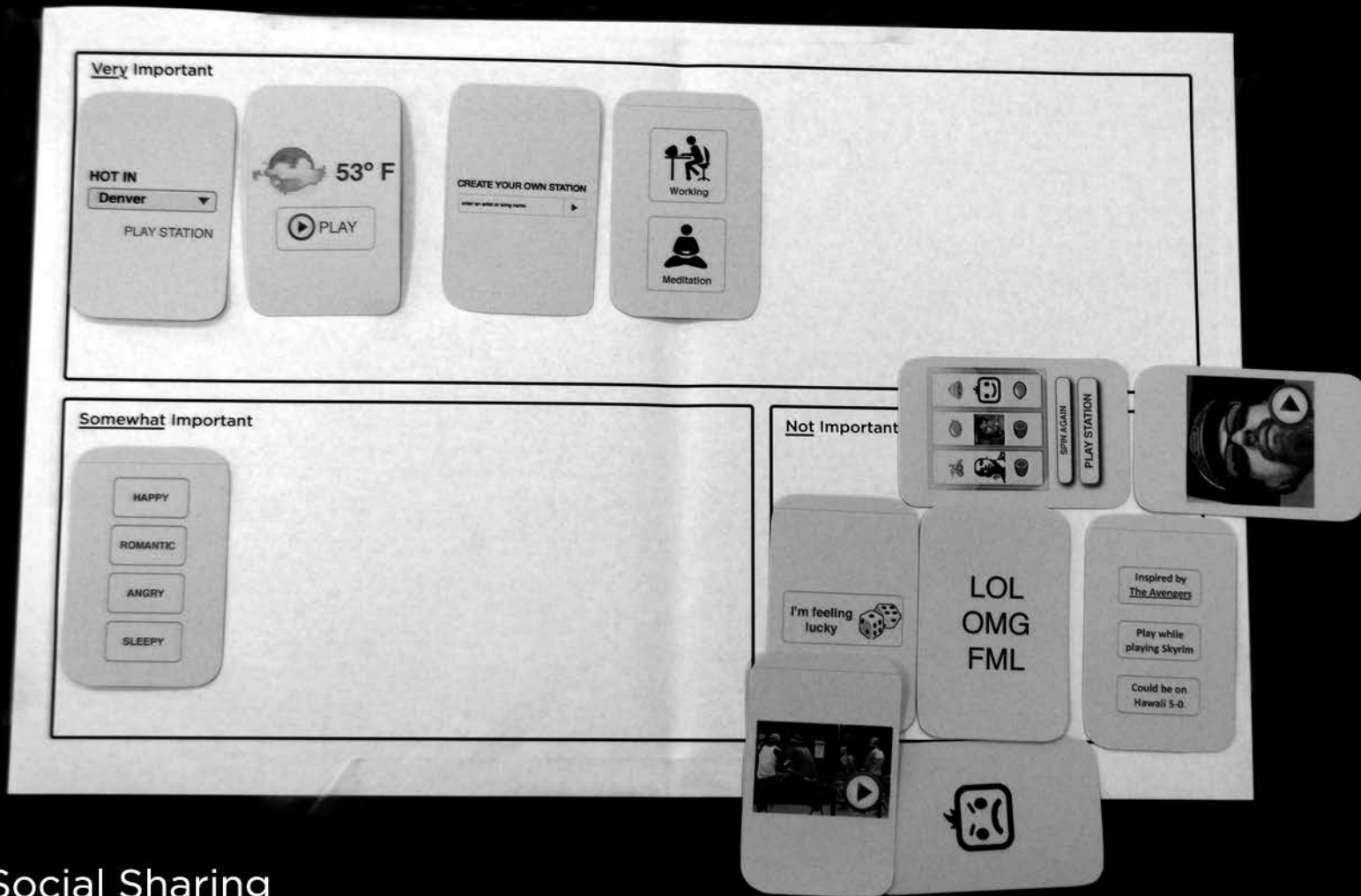
Fast/slow music

Current music

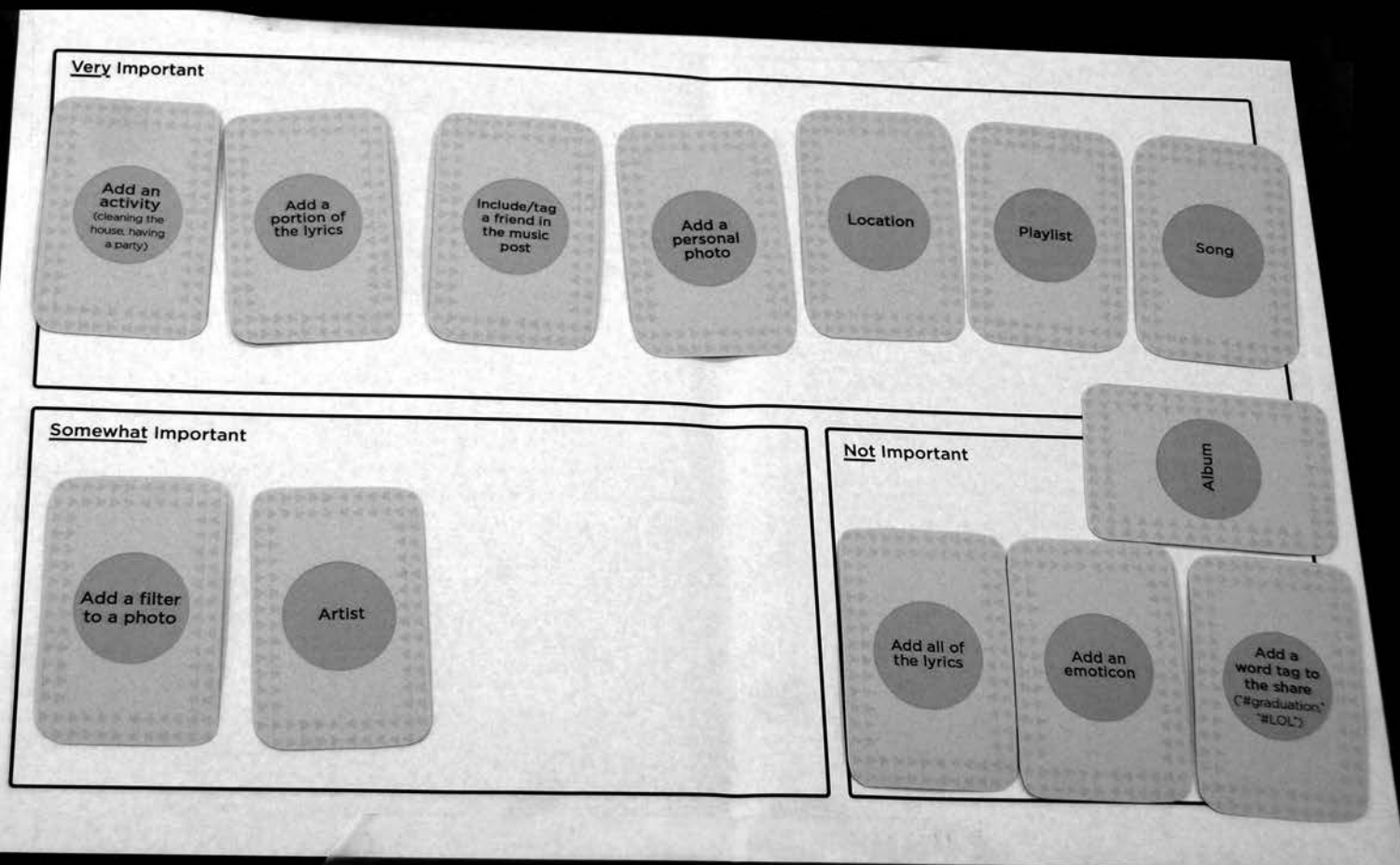
Happy/sad

Active/Relax

# Station Seed



# Social Sharing





Marcie Adams



# Station Grouping

## Very Important

My Music  
(based on  
artists you've  
downloaded)

Songs and  
artists you've  
recently  
listened to

Pre-  
Programmed  
Stations  
(Rock/Pop/R&B/  
Classic Rock/  
Classic Soul/  
Classic Country)

## Somewhat Important

Friend's  
Listening

## Important

Local Radio  
stations

Muve Top  
Artists

Recent  
Stations

Saved  
Stations

# Station Customization

## Very Important

Unfamiliar  
music

Happy/sad

Familiar  
music

Angry/  
mellow

Older music  
(1990s, 2000s,  
retro)

Fast/slow  
music

## Somewhat Important

Morning/  
Afternoon/  
Evening/  
Late Night  
Chill

## Not Important

Current  
music

# Station Seed

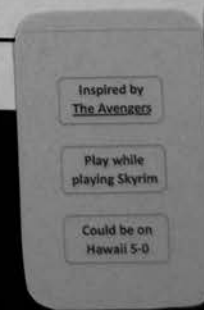
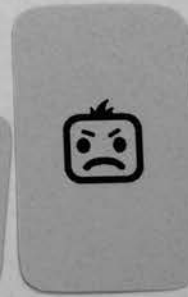
## Very Important



## Somewhat Important

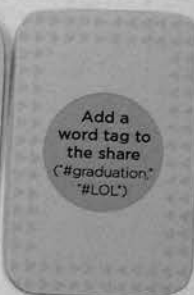


## Not Important



# Social Sharing

## Very Important



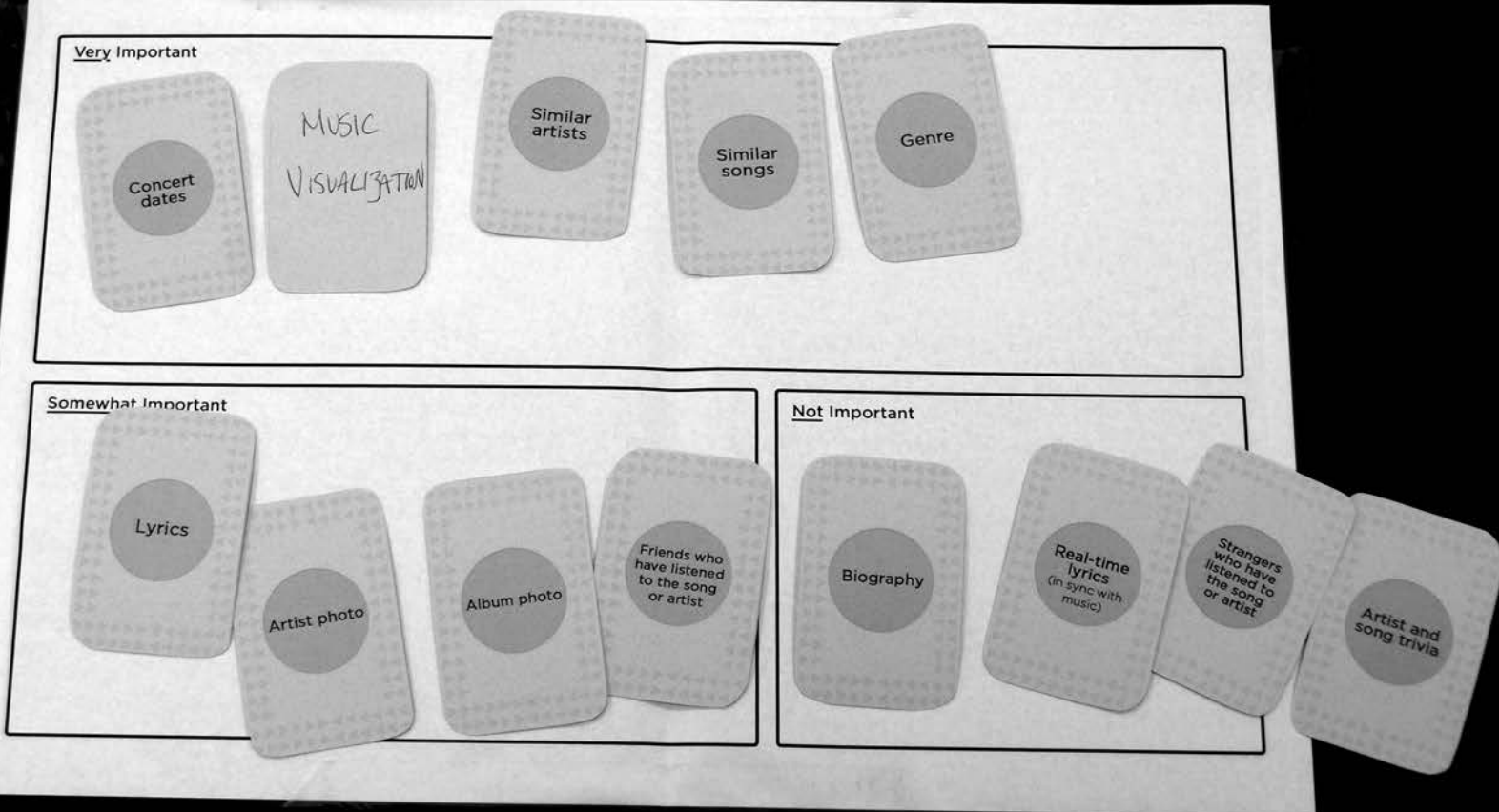
## Somewhat Important



## Not Important



## Social Sharing







Jamie DiProgetto

# Station Grouping

## Very Important



## Somewhat Important



## Not Important



# Station Customization

## Very Important



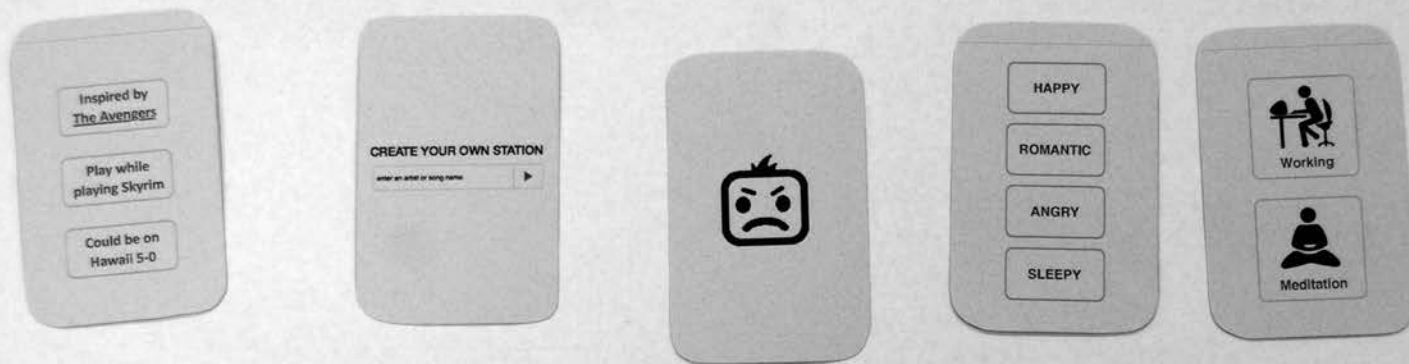
## Somewhat Important



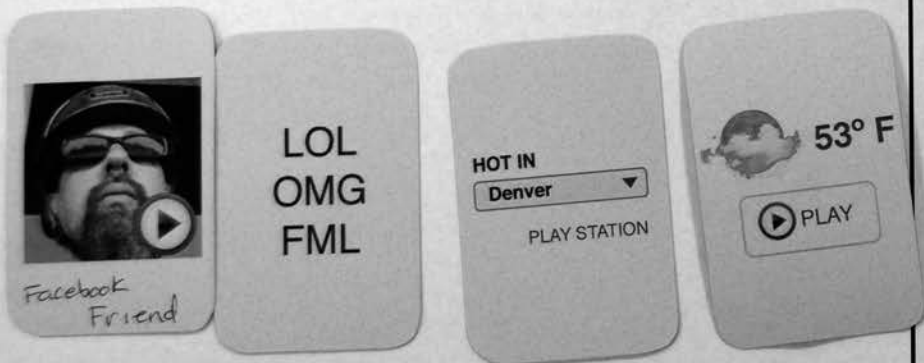
## Not Important

# Station Seed

## Very Important



## Somewhat Important



## Not Important

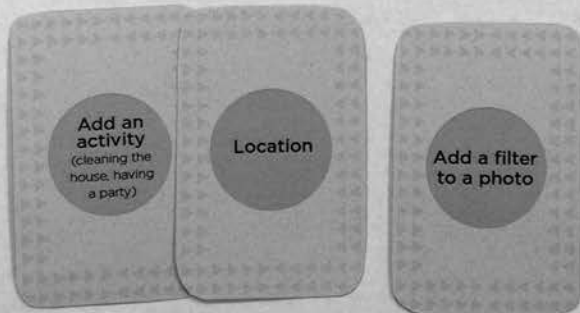


# Social Sharing

## Very Important



## Somewhat Important



## Not Important



## Social Sharing

### Very Important

Similar  
artists

Similar  
songs

Genre

Lyrics

Artist and  
song trivia

Friends who  
have listened  
to the song  
or artist

Concert  
dates

### Somewhat Important

Artist photo

Biography

Real-time  
lyrics  
(in sync with  
music)

Album photo

### Not Important

Strangers  
who have  
listened to  
the song  
or artist

MUSIC  
VISUALIZATION



Josh Young



# Station Grouping

## Very Important



## Somewhat Important

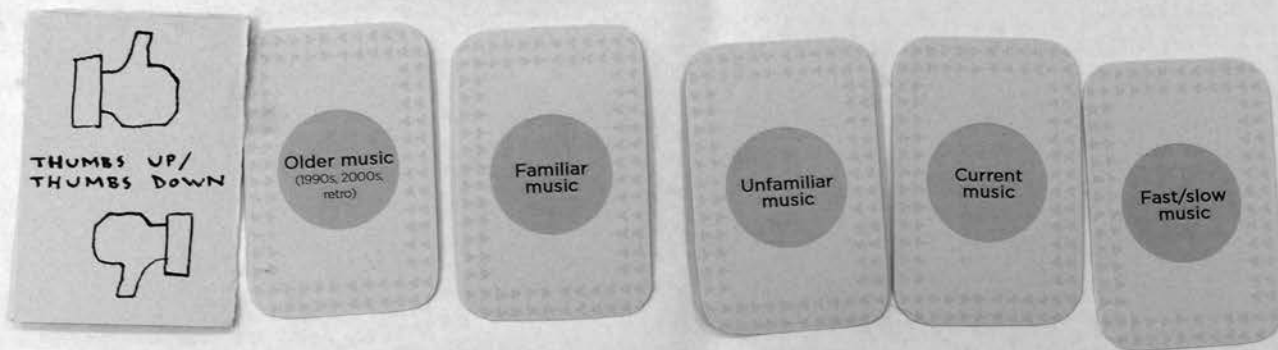


## Not Important



# Station Customization

## Very Important



## Somewhat Important



## Not Important

# Station Seed

## Very Important



## Somewhat Important



## Not Important

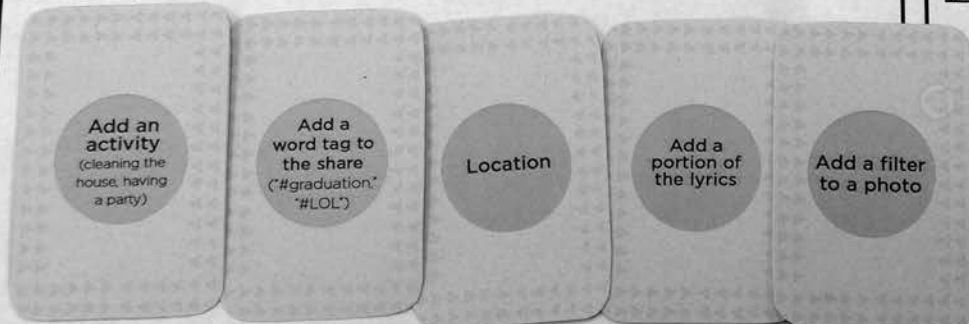


# Social Sharing

## Very Important



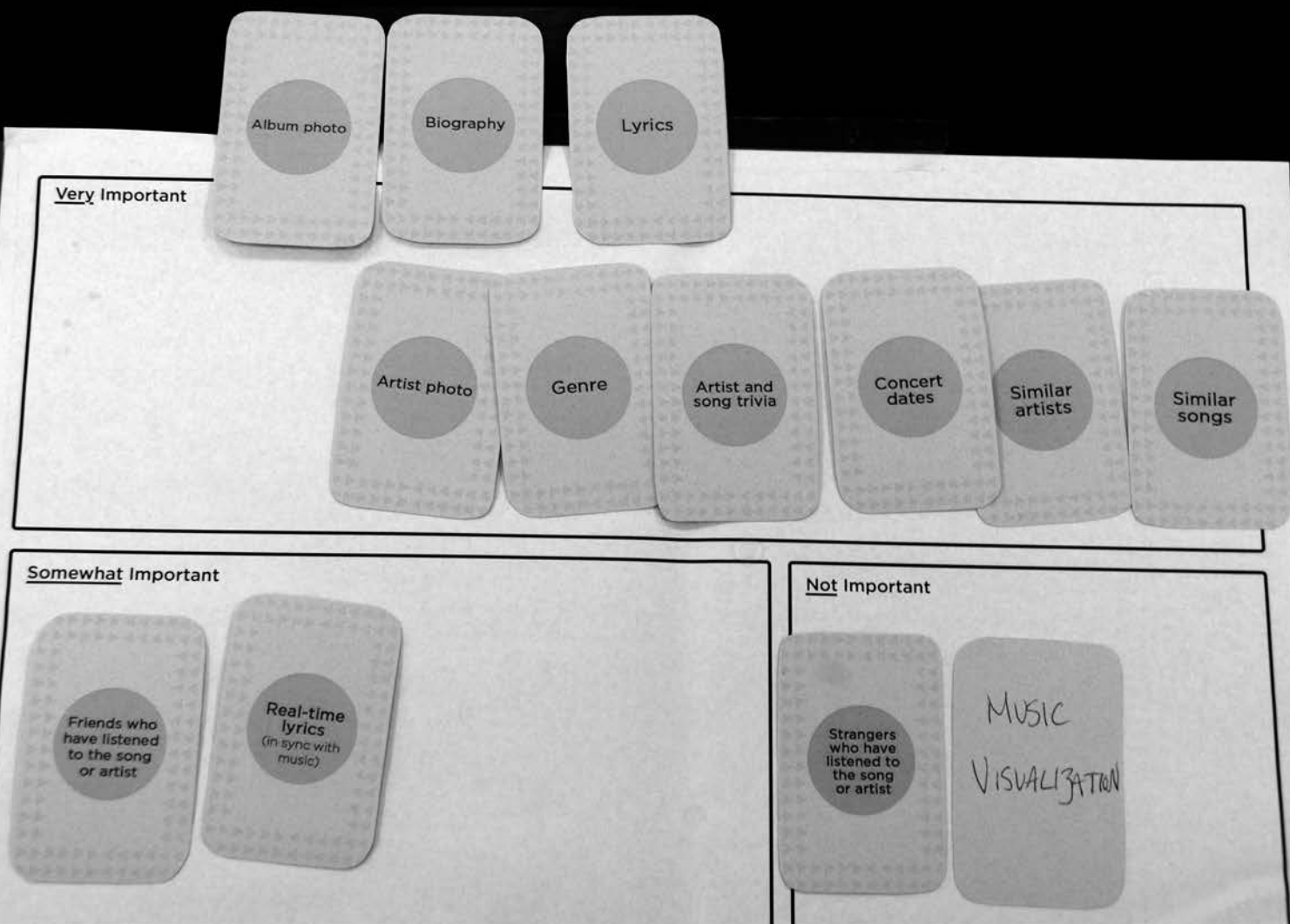
## Somewhat Important

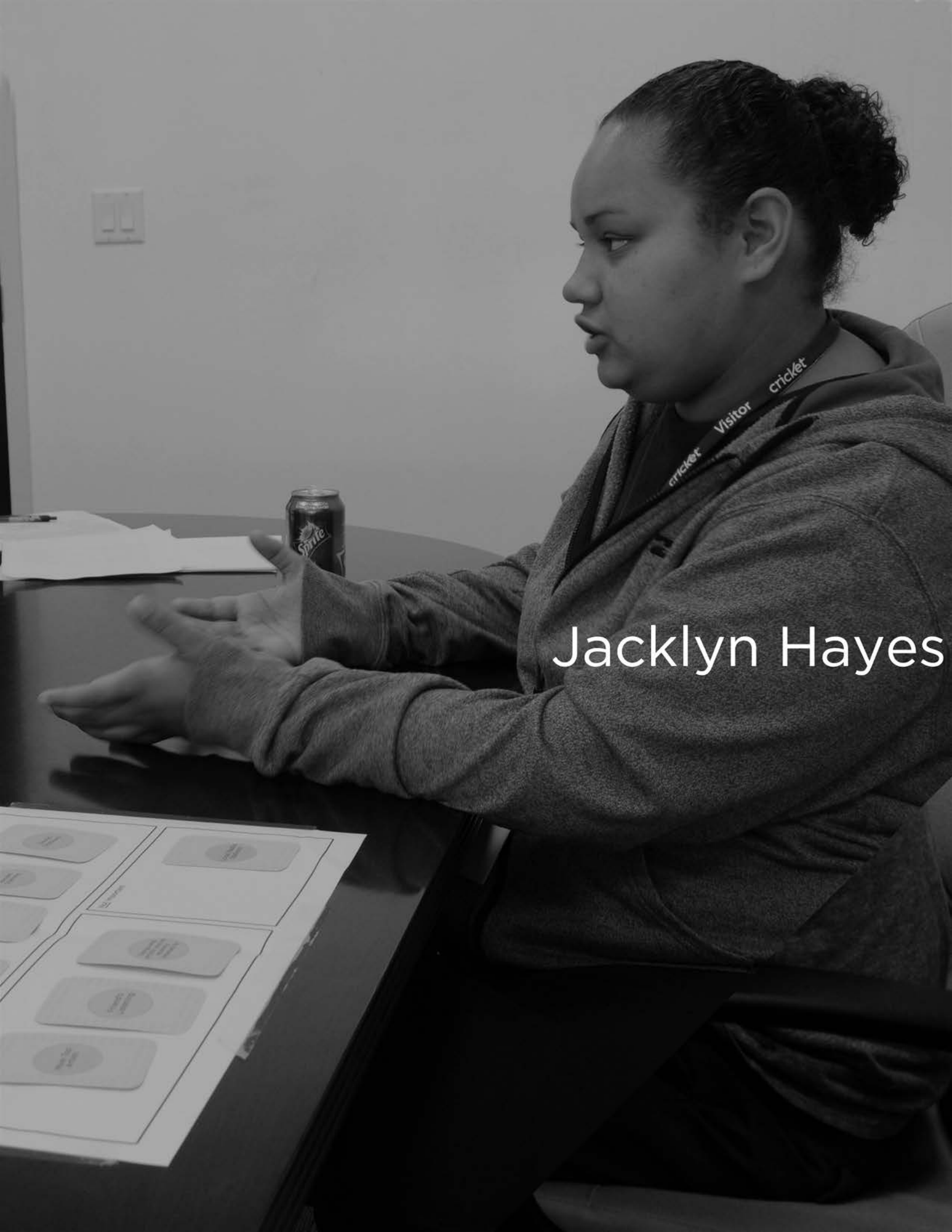


## Not Important



# Social Sharing





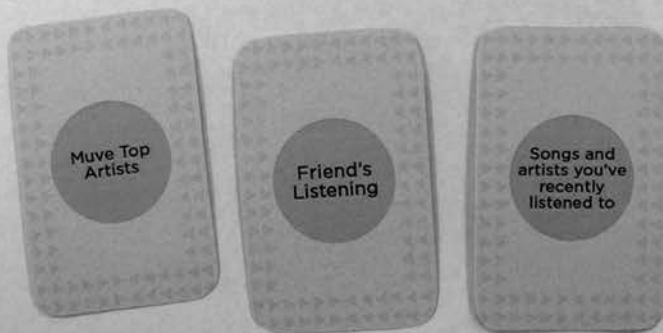
Jacklyn Hayes

# Station Grouping

## Very Important



## Somewhat Important

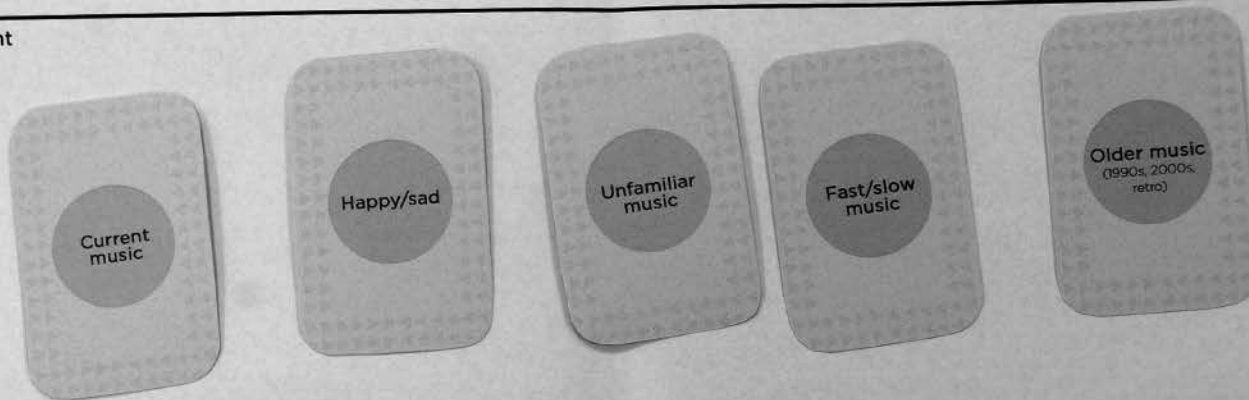


## Not Important



# Station Customization

## Very Important



## Somewhat Important



## Not Important





# Station Seed

## Very Important



## Somewhat Important



## Not Important

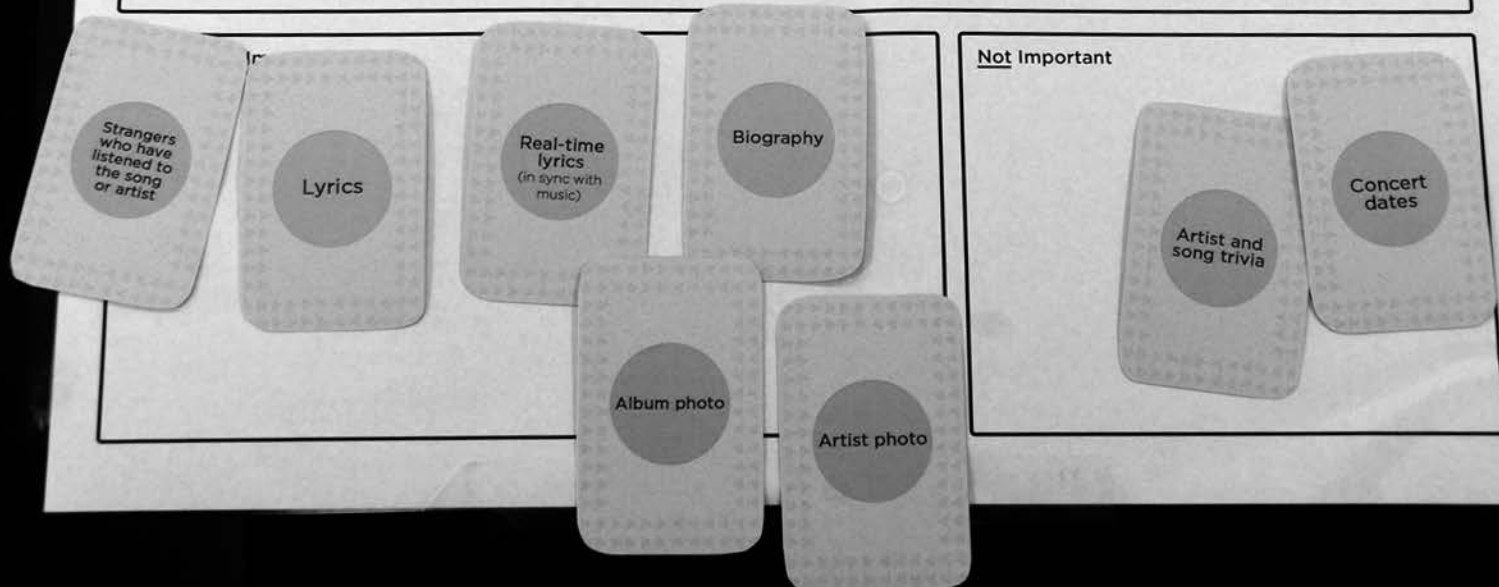


# Social Sharing

## Very Important



## Not Important





Michael Aliperto

# Station Grouping

Very Important

My Music  
(based on artists you've downloaded)

Pre-Programmed Stations  
(Rock/Hip-Hop, Classic Rock, Christmas Music)

Friend's Listening

Muve Top Artists

Local Radio Stations

Saved Stations

Somewhat Important

Songs and artists you've recently listened to

Recent Stations

Not Important

# Station Customization

Very Important

Familiar music

Unfamiliar music

Morning/Afternoon/Evening/Late Night Chill

Older music  
(1990s, 2000s, retro)

Current music

Somewhat Important

Happy/sad

Angry/mellow

Fast/slow music

THUMBS UP/  
THUMBS DOWN

Not Important

# Station Seed

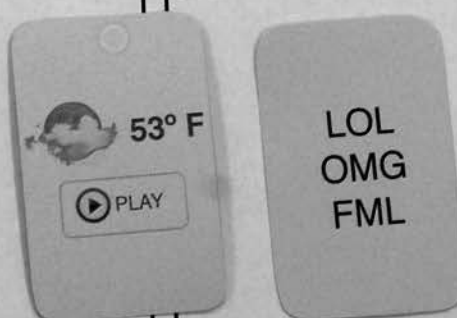
## Very Important



## Somewhat Important

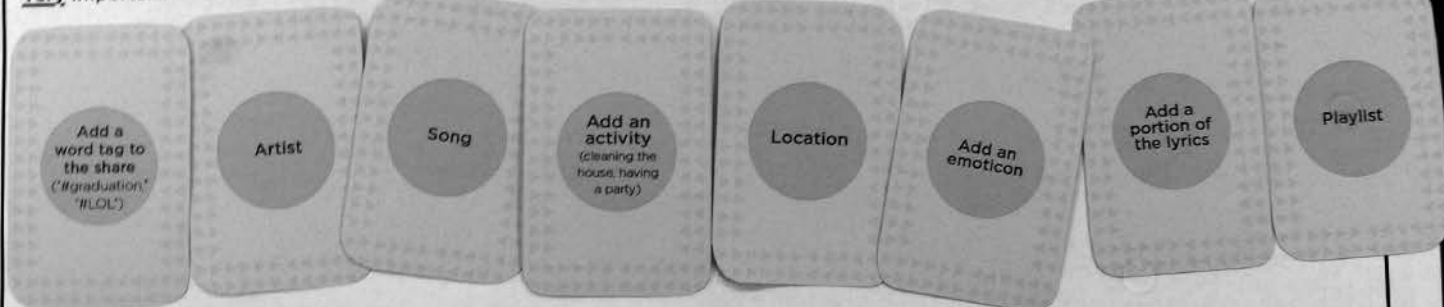


## Not Important

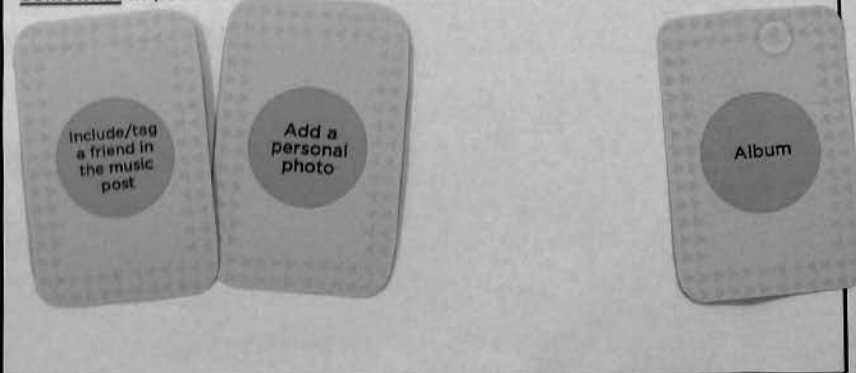


# Social Sharing

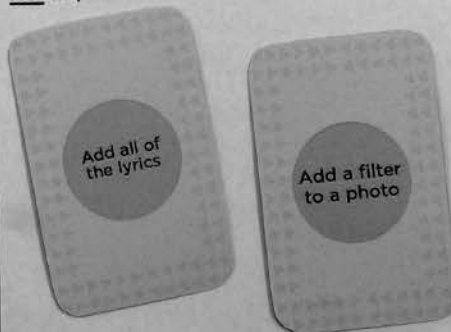
## Very Important



## Somewhat Important



## Not Important





Quincy Johnson



# Station Grouping

Very Important

My Music  
(based on artists you've downloaded)

Muve Top Artists

Saved Stations

Pre-Programmed Stations  
(Rap/Hip-Hop, Classic Rock, Christmas Music)

Somewhat Important

Songs and artists you've recently listened to

Local Radio Stations

Not Important

Recent Stations

Friend's Listening

# Station Customization

Very Important

Happy/sad

Angry/mellow

Fast/slow music

Familiar music

Somewhat Important

Older music  
(1990s, 2000s, retro)

Morning/Afternoon/Evening/Late Night Chill

Current music

Not Important

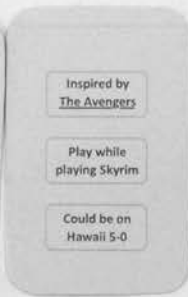
Unfamiliar music

THUMBS UP/  
THUMBS DOWN

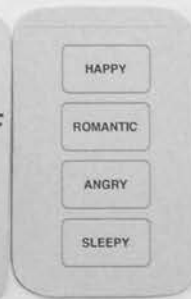
Very Important



Somewhat Important



Not Important



Number of Votes



## Station Grouping Categories

|  | Very Important | Somewhat Important | Not Important |
|--|----------------|--------------------|---------------|
| Muve Top Artists                       |                |                    |               |
| Recent Stations                        |                |                    |               |
| Saved Stations                         |                |                    |               |
| Pre-Programmed Stations                |                |                    |               |
| Local Radio Stations                   |                |                    |               |
| My Music                               |                |                    |               |
| Songs and Artists Recently Listened To |                |                    |               |
| Friend's Listening                     |                |                    |               |

Number of Votes



## Station Customization

|  | Very Important | Somewhat Important | Not Important |
|--|----------------|--------------------|---------------|
| Familiar Music                             |                |                    |               |
| Unfamiliar Music                           |                |                    |               |
| Current Music                              |                |                    |               |
| Older Music (1990s, 2000s, retro)          |                |                    |               |
| Fast/Slow Music                            |                |                    |               |
| Happy/Sad                                  |                |                    |               |
| Angry/Mellow                               |                |                    |               |
| Morning/Afternoon/Evening/Late Night Chill |                |                    |               |
| Thumbs Up/Thumbs Down                      |                |                    |               |

Number of Votes



## Station Seed

|                 | Very Important | Somewhat Important | Not Important |
|-----------------|----------------|--------------------|---------------|
| Emoticon        |                |                    |               |
| Search Box      |                |                    |               |
| Chat Speak      |                |                    |               |
| Location        |                |                    |               |
| Mood            |                |                    |               |
| Activity        |                |                    |               |
| Movie or Game   |                |                    |               |
| Slot Machine    |                |                    |               |
| Roll the Dice   |                |                    |               |
| From a Photo    |                |                    |               |
| Facebook Friend |                |                    |               |
| Weather         |                |                    |               |



Number of Votes



## Social Sharing

|  | Very Important | Somewhat Important | Not Important |
|--|----------------|--------------------|---------------|
| Add a Portion of the Lyrics              |                |                    |               |
| Add all of the Lyrics                    |                |                    |               |
| Include/Tag a Friend in the Music Post   |                |                    |               |
| Add an Emoticon                          |                |                    |               |
| Add a Personal Photo                     |                |                    |               |
| Add a Filter to a Photo                  |                |                    |               |
| Add a Word Tag to the Share              |                |                    |               |
| Add an Activity (Cleaning the House etc) |                |                    |               |
| Location                                 |                |                    |               |
| Playlist                                 |                |                    |               |
| Album                                    |                |                    |               |
| Song                                     |                |                    |               |
| Artist                                   |                |                    |               |

Number of Votes



## Social Sharing 2

|  | Very Important | Somewhat Important | Not Important |
|--|----------------|--------------------|---------------|
| Similar Artists                            |                |                    |               |
| Lyrics                                     |                |                    |               |
| Biography                                  |                |                    |               |
| Similar Songs                              |                |                    |               |
| Real-time Lyrics (In Sync with Music)      |                |                    |               |
| Friends Who Have Listened to Song/Artist   |                |                    |               |
| Strangers Who Have Listened to Song/Artist |                |                    |               |
| Genre                                      |                |                    |               |
| Artist and Song Trivia                     |                |                    |               |
| Artist Photo                               |                |                    |               |
| Album Photo                                |                |                    |               |
| Concert Dates                              |                |                    |               |